



Apr 30, 2015 20:52 EDT

Bluewater Survey Reveals Majority Of Americans Are Concerned About The Quality Of Their Tap Water

As water quality comes increasingly under the spotlight due to growing fears about what's in the water coming out of our kitchen taps, a new survey reveals that 55% of American men and women are concerned about the quality of their tap water. The online survey conducted by CINT on behalf of Bluewater also revealed that approximately one in six American men and women actually avoid drinking water direct from their kitchen taps.

The online poll surveyed more than 1,000 U.S. adults aged 18 – 70 about

their general sentiments around drinking residential water and their use of different residential water filtration and purification devices in the market. Some 40.2% of respondents said they used a water pitcher filtration device to clean their tap water, while 6.4% said they utilized an under-sink, reverse osmosis water purification system.

Some 20.8% said they relied on buying bottled water in bulk to use at home to drink. A whopping 82% believed it is vital to their health and wellbeing to have a dedicated water purifier at home to remove practically all dangerous substances from their tap water.

“These findings are very relevant at this time as millions of Americans are living in areas with aging municipal water delivery systems or are threatened by severe water shortages that will place an extra burden on safe water supply, “ said Niclas Wullt, managing director of the Sweden-based Bluewater brand, which sells premium water purifiers in the USA, China and across Europe. “Our tap water and health cannot be separated because many conditions such as heart disease and cancer have been linked to contaminants regularly found in tap water.”

The U.S. Water Quality Association (WQA) itself has noted that ‘water that leaves the treatment facility can become contaminated by the time it shows up at your tap’. That view has been supported by Consumer Reports, an independent, non-profit U.S. consumer organization, which said ‘dangerous contaminants such as lead, chloroform, arsenic, nitrite, radon and E.coli bacteria are common in tap water’.

The World Health Organisation, WHO, has reported that only about one-third of the world’s potential fresh water can be used for human needs, due to ‘increased pollution from municipal and industrial waste and leeching of fertilizers and pesticides in agriculture’.

“A dreadful reality is that even in those countries renowned for their environmental fervor, such as Sweden, Switzerland and Canada, rivers, lakes and underground aquifers are being poisoned by an accumulating cocktail of chemicals ranging from fertilizers to hormones and antibiotics,” said Mr. Wullt.

“Bluewater’s SuperiorOsmosis™ in products like the Bluewater Spirit addresses consumer fears about the quality of their tap water by efficiently

cleaning it of toxins, chlorine, bacteria and viruses, salt, heavy metals, nitrates and fluoride, hard water, arsenic, and poor taste and smell. Innovated in Swede, Bluewater's exciting technology allows consumers and commercial kitchens to enjoy on-demand clean, uncontaminated water direct from their taps."

"The ongoing surge in sales bottled water around the planet underlines the level of consumer fear about the quality of their tap water, despite the best efforts of public water treatment facilities, many of which were designed several decades ago and are not geared to meet today's threats," Niclas Wullt said.

Bluewater survey

This survey was conducted online within the United States during January 2015 among 1,000 adults (aged 18 – 70) by CINT on behalf of Bluewater. Respondents for this survey were selected from among those who have agreed to participate in our survey.

Bluewater: Working towards a healthier world

At Bluewater, we believe clean drinking water is a basic human right. Headquartered in Stockholm, Sweden, and sold in markets globally, we strive to set the standard for quality and safety in innovating and manufacturing residential water purification products that improve the lives of people around the world. As one of the world's premier water purification companies we are committed to advance the health and wellness of men, women and children by challenging

Sold in major markets around the world, Bluewater SuperiorOsmosis™ patented technology delivers on-demand cleaner, healthier water direct from the tap. Innovated with love in Sweden, Bluewater water purifiers improve user quality of life, health and wellbeing by removing practically all known contamination from drinking water, including micro-organisms, pesticides, heavy metals and toxins. Bluewater™ is the registered trademark of Blueblue AB, a company registered Sweden.

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694